

Global Advertising Campaigns

6013. SHRI GURUDAS KAMAT:
SHRI RABI RAY:

Will the Minister of COMMERCE be pleased to state:

(a) whether the Government propose to launch global advertising campaigns to promote Indian products in other countries;

(b) if so, the details thereof; and

(c) when such campaigns are proposed to be launched?

THE MINISTER OF STATE OF THE MINISTRY OF COMMERCE (SHRI P. CHIDAMBARAM): (a) to (c). Promotion of Indian tea is being carried out in many countries. In addition, logo campaigns of Assam and Darjeeling teas, promotion for value added tea and uni-national campaigns are being carried out in several countries.

In case of Coffee, the Government propose to launch through the Coffee Board, promotion campaigns for Indian Coffee in selected countries.

To popularise various brands of Indian species and to project "Indianness" and "Quality", the Spices Board have launched "Brand Promotion Scheme". Separately, a scheme has also been approved for promotion of logo for Indian spices to symbolise quality and purity.

Depending on the success of these campaigns, further promotional strategies including advertising, brand promotion etc. would be considered for adoption.

World Bank Aided Job Training Projects

6014. SHRI GURUDAS KAMAT: Will

the Minister of FINANCE be pleased to state:

(a) whether the Government have initiated the World Bank aided job training projects in the country; and

(b) if so, the details of the assistance given by the World Bank in each case and the aims and objectives of these projects?

THE MINISTER OF STATE IN THE MINISTRY OF FINANCE (SHRI RAMESHWAR THAKUR): (a) and (b). Three projects, intended to augment trained skilled and semi-skilled manpower and technicians of suitable quality have been initiated with World Bank assistance. The details are as follows.

(i) *Vocational Training Project*: The Project initiated with World Bank assistance of \$ 211.00 million is intended (a) to improve the quality and efficiency of basic craftsmen and apprenticeship training through modernisation/upgrading of equipment and training systems in ITIs, replacement of absolute courses, expansion of the range of trade courses, increase women's access to training in modern sector trades; (b) to expand and diversify advanced training programme including developing one new high technology training Centre for electronics, computers and robotics.

(ii) *Technician Education Project I & II*: World Bank have committed credits equivalent to \$210.74 million for the First Technician Education Project and \$307.10 million for the second project. The projects are intended to expand the capacity of polytechnics system by expanding and diversifying programmes to undertake courses in new and emerging technologies, conven-